

Advertising is News

The many pages of this newspaper are full of news of many things. News of people and their doings in nearby places and to the far corners of the earth. And most recently in the upper reaches of outer space.

But there is another kind of news that you hold in your hands as you read a newspaper. Not the news of people but of products and services... the news in the advertisements.

It has often been said that the function of advertising is to improve the standard of living. It does have such a function. But it must start, necessarily, with the manufacturers who make the products.

What advertising does is to tell people about new and better things—and new features of established favorites—and where they can be bought. In a very real sense, to increase demand and lead the way to lower prices. It is literally and actually true that practically

everything you buy would cost you more if there were no advertising.

Without advertising to inform the public, there couldn't be mass production as we know it today, with all its economies and advantages. People can't buy things—or want things—unless they know they exist.

The big problem in this country at this moment, and likely to be a big problem for some time to come, is not so much over-production as under-consumption.

Advertising is the ideal technique for mass communication because it is the cheapest, quickest—and most responsible—way to reach the people.

A good example of the low cost of advertising is shown in this newspaper.

An entire full-page advertisement, with a daily circulation of 833,000, costs a little more than half a cent a copy; a small fraction

of the postage alone on a 3¢ postcard. Just think of the cost of addressing 833,000 postcards! And the time it would take!

It is a fact that advertising will speed up sales and create valuable good will for a brand or store. Witness the actual money value of any well-advertised, well-regarded name.

It is equally certain that back of that name, or that product, must be honesty, fair dealing and full value for the price.

There is a built-in penalty for every misrepresentation. Advertising an unworthy product or service simply means that a larger number of people will discover its disadvantages all the sooner.

This day, the advertisements will bring you important news of something you want or need and where to buy it... news, very often, that you could get in no other way or at the same low cost.

